

# *The* BRIDGE

**The Credit Union Way to Economic Betterment**

**Official  
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**DECEMBER 1943**

**Shepherds and Santa Claus and Hitler ✕ Making Annual Meetings Popular**

# Shepherds and Santa Claus . . . and Hitler

by Roy F. Bergengren

OVER a period of years the real significance of a holiday is apt to get lost. On July 4th, for example, how many of us read the Declaration of Independence? Labor Day, for most of us, is the wind-up of the summer holidays; few of us give thought on that day to the dignity of labor and the importance of man's work in the eternal scheme of life. On Thanksgiving we go to a football game; not many of us go to church and only a few bow their heads in humble thanks to God for the privilege of being citizens of America who are conscious of His bounty.

But Christmas suffers most. To begin with it is a great merchandizing event. Santa Claus is a part of the advertising personnel of a hundred thousand stores. Carol singers praise God from department store balconies to lure the customers in. We overload the postman with our late parcels and we beggar ourselves temporarily for fear someone whom we have forgotten will send us something. We get hundreds of Christmas cards and wonder who many of the folks are who sent them while we haven't time really to appreciate and absorb the sentiment contained on a single one of them. How many of us think in terms of a stable and some strangers on a pilgrimage and the woman with child who sought refuge in a barn that her babe might be born and cradled in a manger?

Of course the churches will all have special services and there will be some fine singing and the preachers will outdo themselves—but the rank and file of us will think of Christmas in terms of being shoved around in crowded department stores and buying a disappointment for Aunt Nelly. Christmas Day will not be a day for inner contemplation and prayer and attempted communion with God. It will be a morning to tarry awhile in bed, with too much dinner at 2 p.m. and then—"the tree."

AND YET—this year—we shall have to get attuned to things of the spirit. There will be vacant spots in our lives; boys fighting way off yonder for whom we bought Christmas presents as far back as October. Without them the Christmas Spirit fizzles out, some way or other. We may even fight the day and wish we could sleep from Christmas Eve until the morning of the 26th. We shall know this year that there are dear, precious things, which we have hitherto taken for granted and quite without appreciation. Just to have Bill sitting across the table at late breakfast on Christmas morning—to go walking with him through the woods as Mother

bastes the turkey and gets the fixins' ready. Just to swap a few simple gifts with him again and to luxuriate in his companionship. . . . I must stop or I'll go off the deep end!

No, this year we must bear hard on the spiritual concepts. We must try to understand why Christ's birth was the most important event in history. We must think on this life in all of its beauty and perfection. And well do I remember the most beautiful sermon I ever heard which had Christ for its subject; it was preached by a Jewish Rabbi.

Perhaps we can get closer this year to the real significance of the birthday of the perfect man. He believed that man is his brother's keeper. He talked of peace on earth and good will to all mankind—not good will to all American Christians—not good will to all Christians everywhere—not good will to all white Christians—not good will to Christians at all—but good will to all mankind—to Jew and Gentile, to white and black, to old and young, to fighting men everywhere this Christmas as each tries to do his duty as he has been taught to do it.

AND WHERE does Hitler fit in this concept of Christmas? It's difficult to make him a part of it. Possibly it were better to think of him not as a man but as a symbol. If we can rid the world of all the evil his type of thinking has brought on mankind, what then becomes of him individually is no longer important. We are not fighting Hitler, the man; we fight what he stands for—that must be eradicated for all time from the hearts of man in the spirit of Christ, if peace on earth and good will to all mankind, is to permanently lodge therein.

And when, next year, my neighbor puts up his Christmas lights again and I put mine up that together we may make a very brave show in the community Christmas lighting, then our lights, our little twinkling Christmas lights, will drive all the dark away.

And already the dawn is very, very certain.

A good Christmas—neighbor! Next year—who knows—the word "merry" may be the slogan of Christ's birthday again.



## THE BRIDGE

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### Coming NEXT Month:

"The Annual Meeting Issue" designed especially for the credit union member (see advertisement on page 283). If you want a supply for your members, at 5 cents each in lots of 20 or more, be sure to get your order in before December 20. First come first served.

► The article "The Credit Union Movement in China" by Professor Shih-Chi Hu, announced for this issue last month has, because of later developments, been held over for an early future issue.

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THE BRIDGE—December, 1943



At Fourth Annual  
Columbus Chapter Camp  
Camp Wildwood, Ohio  
September 11-12

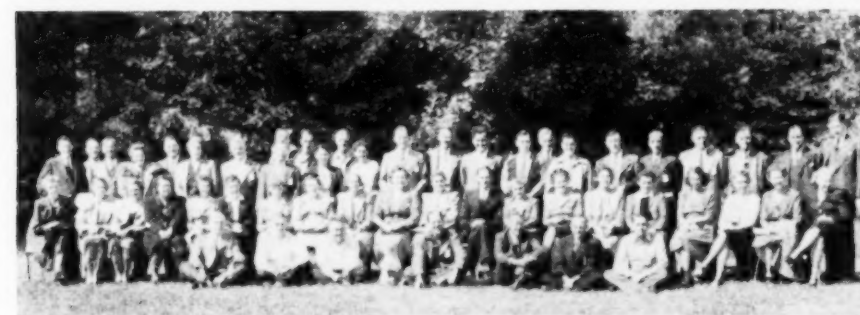
Committee planning began in June. A pot-luck supper, with the wives in attendance, marked the final meeting.



A panel discussed policies to be considered for credit unions. Experts shared their opinions on loans, shares, dividends, educational programs, and so forth.



The Educational Committee of the Ohio League took time out to meet with Cuna's Educational Director and in particular discussed the First International Credit Union Membership Drive.



Attendance almost equalled previous years, indicating a realization by credit unionists of the benefits derived from getting together to exchange ideas and experiences.



Left—O. J. Haagen, sales promotion manager, Ohio Fuel Gas Company, presented ideas at the Promotional Clinic on "How to Build Savings." Others spoke on building membership and loans. Secretaries recorded discussion.

Right—Homeward bound, again convinced that chapter camp meetings are fun, educational and economical—and that those chapters which don't hold them are missing something.



I'M glad we came," said James Rogers, a member of the ABC Credit Union, on the way home from his credit union's annual meeting. And his wife, as well as the others who attended, agreed with him.

"I wish we'd stayed home—waste of a perfectly good evening," grumbled Frank Madden, a member of the XYZ Credit Union, on the way home from his credit union's annual meeting. And his wife, as well as the others who attended that meeting, agreed with him.

Now, neither James nor Frank is given to many words. Both would have been hard put to explain in helpful detail just what brought forth his particular reaction to his meeting.

James might have answered a leading question with, "Oh, everything went smoothly; there was no petty wrangling; they seemed really interested in what the members wanted; I liked the way they organized the meeting into groups so we could really discuss things. I enjoyed the entertainment."

"Oh, I don't know," Frank would perhaps say, "the meeting dragged; every thing seemed to be cut and dried; I just couldn't see any very good reason for my being around."

But a review of what actually happened at those two meetings would no doubt be of great help to credit union leaders as they plan their forthcoming meetings. It might help answer the questions: "How can we make our meeting better than ever?" and "How can we avoid making our meeting a flop?"

Here is what happened:

JAMES and his wife were among the first to arrive at their meeting, but the special Annual Meeting Committee which the president had appointed had already seen that the meeting room was well lighted and heated. A couple of committee members were manning the checking room where the Rogers left their overcoats and hats. Another two were sitting behind tables at the door. These checked the Rogers' names on the membership roll, handed them mimeographed copies of the reports that were to be given, and of song sheets, along with an attractive credit union circular.

Just beyond these tables was another one on which was a varied selection of credit union and other literature on common economic problems. This selection had been made by the Educational Committee with the help of the State Credit Union League office, the local librarian, the instructor in home economics at the local high school, and the educational director of the nearby cooperative re-

# How to make an annual meeting POPULAR



*and vice versa!*

gional wholesale. Some of the publications were offered free. The prices of the others were indicated, and a coin box provided. Members of the educational committee were on hand to answer any questions, which they did in a very friendly way.

From this table, after they had pocketed a couple of pamphlets, the Rogers were ushered to a circle of eight chairs and introduced to the two couples who were already seated there. They noticed that there were a number of these circles of chairs in the room, which were gradually being filled up with members as they came in.

IN each circle the members were soon busily engaged in looking over the reports and pamphlets in their hands and discussing them with each other. As soon as the circle was filled the credit union president would bring over and introduce to the group a board or committee member who would draw up a chair and say, in effect:

"As you know a credit union is a cooperative thrift and loan association. That is, it is owned and operated by and for its members. It serves directly no one but its members, although indirectly it also renders a very valuable service to the community by making its members more successful citizens of the community. Furthermore practically every one in the community either may belong to a credit union or could do so if he wanted to help organize one.

"You probably know further that our credit union is also a member of, and sends representatives to, the City Credit Union Chapter, which is a part of the State Credit Union League, which in turn is a part of the Credit Union National Association; that we are thus a part of a huge international federation of credit unions in Canada

and the United States, which we control through our democratically elected representatives.

"Knowing this, it follows that you must be anxious to make your voice felt at this meeting tonight. You want to be sure that you elect board and committee members who will not only run your credit union most effectively but who will also represent you best directly or indirectly, at the city, state, and national meetings. You want the credit union movement to be a truly democratic movement; not one in name only, as so many ordinary corporations are. (By the way, did you know that our credit union is a corporation, chartered by the Federal government? Many are chartered by State government.)

"Now your board is just as anxious as you are to make this meeting truly democratic. We want each of you to be able to leave this meeting feeling that you have actually had a chance to speak your mind, and express your will. We want this credit union to do its full part toward strengthening the democratic control of the economic as well as of the political institutions of this country.

"That is why we have organized this meeting into these small groups. In the average annual meeting such as this it is often difficult for more than a few persons to speak and many people who may have valuable observations or ideas to contribute are not heard from, for one reason or another.

"Here we can go over together the reports and discuss them as we go along. We can try to thrash out any points that are not clear to us (I'm here to answer any questions I can) and we can note any items that appear to need comment or question on the floor of the meeting. We can study the nominations brought in by the nominating committee (you'll note that there is a brief statement of the nominee's qualifications by each name) and we can add any suggestions for further nominations any of you may have. Perhaps you know some good material which has been entirely overlooked by the committee. You will be rendering a fine service if you pass on your suggestion.

"Then we can discuss the dividend recommendation brought in by the board and see if we can think of any



considerations overlooked by the board in its recommendation.

And last, we can spend what time we may have left (we have till nine o'clock) discussing the general problems of the credit union and credit union members to see if we can't suggest ways the credit union can improve and increase the amount of service it renders its members.

"At least this is what the board hopes we shall do. Of course it is all up to you. If this plan seems to make sense to you, I suggest that we choose a secretary to keep note of the things we want to bring to the attention of the meeting, as well as a chairman of this group—who, by the way, shall not be me. After you have done this, I suggest that we all read over the reports silently—to save time—but that when anyone comes to a paragraph which raises some doubt or question he check it, so that when all have read the particular report the matter may be considered by the group. You will note that each paragraph is numbered to help in referring back. I'll now receive nominations for chairman."

WITH a little prodding the groups quickly chose their chairmen and secretaries, and before long there was a resounding roomful of low but earnest discussion, as the groups got absorbed in their deliberations. There was not a one of the some fifteen groups which was not surprised when the president reminded them that they had only ten minutes left to note down their conclusions.

Promptly at nine o'clock the president asked the groups to break up and bring their chairs into the conventional pattern (this allowed the members a chance to stretch their limbs too). While the chairs were being replaced the film projector operator made a last minute check of his machine and the piano player had a few husky men roll out the piano from its corner into place.

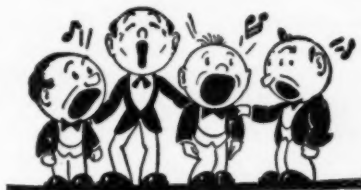
In a very few minutes the meeting was reassembled and the film "The Credit Union—John Doe's Bank" was shown. Following this a popular member who had "that certain knack" lead the singing of a couple of rousing songs.

The formal meeting that followed was for sure "something to write home about."

Little time was needed to take care of the reports, since the members were already well familiar with them. The giver of the report merely stood up to answer any questions brought in by the groups, which were also encouraged to make any comments. Everyone said they had never got so much so painlessly from reports before.

There was a rather spirited discussion on the question of dividends, during which it was very clear that the group discussions had cleared up the usual misconceptions and patently impractical suggestions which usually slow up meetings.

The board had recommended that a dividend of four per cent be paid, partly because it felt that the membership, used to six per cent dividends, would not stand for less than four, even in an emergency year.



True enough, one group came out for at least five per cent, and several individuals spoke up for more.

But several groups submitted very forceful reports backing a three per cent return, and after a brief but lively discussion three per cent it was!

The elections also went smoothly although one group brought in an additional nomination for board member, along with a comprehensive statement of the member's qualifications. An election's committee had been appointed and was prepared to run off the balloting and counting in short order. The member nominated from the floor was elected.

Then each group was asked to report any suggestions or criticisms they had arrived at. After the secretaries had reported, several individuals spoke up and for some minutes the "good of the credit union" was given a thorough airing, with many good suggestions being produced, and several potential workers and leaders being discovered.

The directors and the annual meeting committee had planned to have the meeting end at ten o'clock, but although it was almost ten-thirty before the motion to adjourn was finally put and carried no one thought it had been a long meeting. And the discussion continued while home-made cake and milk or coffee was being enjoyed and while the piano player began to play popular tunes. Soon, however, a few singers gathered around the pianist and began to raise their voices heartily. Finally there were no talkers and many singers until the janitor good naturedly sent them home.

NOW, on the other hand, it will only take a glance to see why Frank Madden wished "we'd stayed home" from the other meeting.

The early comers had had to wait

out in the cold until ten minutes after the announced meeting time, when the treasurer came hurrying up to unlock the meeting hall door and let them in to a still coldish room. By the time the radiators had been opened up and chairs placed it was half an hour past the meeting time. The president showed up five minutes later and called the meeting to order (a bare quorum was present).

The president had taken no pains to prepare himself for the meeting; had evidently had no experience in conducting meetings; had to be coached constantly by the treasurer, who was in fact little better prepared. The reports were given impromptu, and dragged on and on until the members were praying for deliverance.

The nominating committee nominated the incumbents. It did not indicate that it had made any effort to find "new blood," merely reporting that it had had a tough time trying to get the old officers and committee members to serve again. Nominations from the floor were discouraged, because then there would be the trouble of distributing, collecting, and counting the ballots.

Oh, yes, there was nothing done about dividends because there were no profits to distribute, and no one there seemed to have any idea that the members, either there assembled, or elsewhere could do anything about it.

As a result, Frank Madden was not the only one present who swore "never again." The next year they would have no quorum, and would have to call an adjourned meeting, which would be attended by three board members, and two or three others.

THERE are a few additional observations that might be made about the first meeting. In the first place, the most important fact is that the meeting was well planned. While the technique of starting the members to discussing credit union problems in small groups as soon as they arrive seems to be a coming idea, it is, of course, not essential to a good meeting; planning is.

Then it perhaps should also be stressed that this meeting was enjoyed though it stuck close to business.

A good annual meeting may be said to be one in which the members really have the satisfaction of running their own savings and loan business.

Not that the dividends to be found in the fellowship of banquets, after-meeting "eats," and recreational programs should be overlooked.

And not that publicity, free door prizes, and other methods of stirring up interest need be avoided.

But they should be kept in their place. The meeting itself is the thing!

## Dear Frank:

Speaking of annual meetings, and since you ask me for my advice, I do have several ideas which I think have been largely responsible for the success of our meetings, and which may help you plan the first annual meeting of your credit union.

But first I want to say that I agree with you one hundred per cent that it is a crime to get people to come to a meeting and then give them nothing but "a travesty on the democratic process." All too many boards of directors—one would be too many—sell their members "short" and expect them to sit happily through meetings in which they learn little about the affairs of their credit union, in which the business is conducted slowly and without enthusiasm, and in which membership action is treated as merely a matter of form. In a few cases credit union officers show "dictator" characteristics and act as if the meeting were merely designed to be a rubber stamp. More often, however, the officers are genuinely sincere in their desire to have democratic meetings, but fail to do the necessary planning and to make the necessary preparations. As you indicate, good meetings don't just happen. They are made that way.

### Nominating Committee

Strangely enough one committee which I feel has a lot to do with the success of our meetings is often what might be called "the forgotten committee" of the credit union, the nominating committee. Few credit unions, I am afraid appreciate the importance of this committee, either to the programs of the organization as a whole or to the success of the meeting.

We appoint this committee several months before the meeting, and instruct it to make a really thorough canvass of the members for likely new blood. The work of every member of every committee, regular and special, is carefully reviewed. In addition notices are run in our circulars, urgently requesting members to tell the committee of any likely prospects.

Then the committee sends formal notice to every one it is considering for positions, asking the member to state in writing whether or not he would like the position and what he considers his qualifications for it are. In addition at least one personal contact with each individual is made by a member of the committee.

Just before the meeting, several days after the formal notice of the

meeting, the committee sends a statement to all members reminding them of the importance of electing the best possible officers, and urging them to be prepared to nominate on the floor of the meeting anybody they think would make a good officer, who has been overlooked by the committee.

These communications from the committee not only serve to uncover new officer material; they also give the member a greater sense of his ownership of the credit union, and whets his interest in the meeting. Then, too, they tend to stress the importance of being a credit union leader.

At the meeting the committee makes a short but comprehensive report in which it states the qualifications of the persons it nominates, but again urges the members to nominate others, and again stresses the importance of the election to the credit union's success.

In general, we try to build up in the minds of the committee members and of others the importance of this committee, and dignify it with a good deal of formal recognition.

### General Aids

I suppose you are familiar with the general aids available, but I'll briefly mention a few, just in case.

We got a good many ideas from the pamphlet "Let's hold better Annual Meetings." Being a Federal credit union, this was furnished by the Federal Deposit Insurance Corporation, but I understand you can purchase it from the Cuna Supply Cooperative in Madison, at 10 cents each. Cuna supply also has a good annual meeting poster at 5 cents each. The pamphlet contains some helpful check lists and a handy chart of some of the common parliamentary motions and how they are handled.

The December 1941 issue of *THE BRIDGE* contains "A 19-point check list for Credit Union Annual Meetings" by J. Orrin Shipe, which we frequently refer to. No doubt, you can borrow a copy of this issue from a nearby older credit union.

### Parliamentary Law

This matter of parliamentary law is often a bad trouble maker. Many a meeting has been bogged down in "points of order," ambiguous motions, and amendments to the amendment to the amendment . . . and other overly formal procedure.

In general, I find it helps to keep constantly in mind that the purpose of

parliamentary law is to determine the will of the meeting as promptly as possible. When this can be done informally without time-consuming technicalities, it should be done.

For instance, at the end of each report I skip over the usual motions "to accept" with the statement "If there are no objections, the report is accepted." Likewise when a motion is made which is obviously the desire of the group, I say, "If there are no objections, it is so ordered."

Of course, it is very important that you wait after you say "If there are no objections," until you are sure there really are no objections, before you conclude with the "it is so ordered."

It is very easy to avoid the common fault of allowing poorly considered motions to tangle up the meeting in "amendments to the amendments." You can—and *should*, say I—merely include the sense of the proposed amendment or amendments in the original motion, "if there are no objections." Of course, if the mover of the original motion objects that the amendment conflicts with the intent of his motion, then it must be voted upon separately in the formal way.

Briefly, good common sense is the first parliamentary law.

### Entertainment and . . .

We usually have some entertainment and refreshments, but we are careful to avoid making them so lavish that they dwarf the real business of the meeting, and make that business something to be got through with as quickly as possible. We find community singing popular, probably because we have a member with the knack of getting the people to sing. He doesn't plead with them to sing. He shows them it's fun. I imagine you have someone like that in your group, even if you don't know it yet. By all means make use of him or her.

We happen to have a male quartet in our group, which usually "brings down the house." It does both serious and humorous numbers.

Your annual meeting committee will no doubt be able to discover some unusual talent among your members and to work up some ideas of its own.

### A Few Pointers

Here are some general pointers which I have found to be worth keeping in mind:

1. Delegate detailed work to others. Don't try to do it all yourself. In fact confine yourself to overall planning and to seeing that responsible people are made responsible for every part of the job. Keep a regular check on progress and stand ready to provide assistance in emergency cases.

2. Constantly review your overall



plan and prod your brain for possible oversights and possible "bright ideas." Encourage your lieutenants to do the same.

3. Urge the board to require that all reports be written out and placed in your hands by at least a week before the meeting. Go over them with a committee of board members and bring to the writers' attention in a tactful way all over long sentences and paragraphs; all ambiguous or "wordy" statements; and any other phases of the reports which would make them difficult or uninteresting to follow. Make every effort to get these weaknesses removed and to see that the reports are interesting and brief, but comprehensive. We mimeograph our reports and distribute them as the members arrive. Later we mail them out to all members. We feel strongly that a well-informed membership is essential to a democratic organization such as ours.

4. I knew a theater man who always rung up the curtain "promptly—five minutes late." I think that's a good practice for meeting chairmen. Perhaps fifteen minutes grace might even be allowed the late comers, but certainly no more than that. If a

quorum is lacking, start discussing the reports—and call the meeting formally to order as soon as the quorum has arrived.

5. Consider yourself a combination umpire-master-of-ceremonies. Don't try to be the star. (I think I had a tendency that way, at first!) Confine your own report to a brief review of the year's accomplishment, a word of appreciation for the work of the board and committee members, and perhaps a brief word of inspiration. Try to bring out comments, and suggestions, from the floor. Don't let the meeting get out of hand—keep it running right along, but don't handle it high-handedly either. Encourage the expression of all points of view, but discourage quibbling.

6. Don't forget to express your appreciation for the work of those who helped make the credit union year, and the annual meeting, successful. Express it warmly, both at the meeting and later to each individual personally. This is a "must," if there ever was one.

THERE NOW, I've already preached much too long, even if you did ask for it! But I know you feel with me that a successful annual meeting is one of

the most important parts of the credit union program. Credit unions are cooperative organizations, and are only as successful as their members make them. Whatever we can do to make democratic control of our credit unions increasingly effective cannot but help, also, to contribute to the success of democracy generally.

So, with that jewell of wisdom, I sign off, with the sincere wish that your meeting may be the best ever. Write me all about it, won't you.

Yours,  
Joe.

P.S. Don't forget to send some press releases to your local papers before and after the meeting, giving the full names of officials and committee members elected in the follow-up release, and mentioning those who helped with the meeting.

Arrange, too, to have some pictures taken, for your record and perhaps for your credit union league office and for THE BRIDGE, if they turn out especially good. Be sure to obtain glossy prints about 8 by 10 inches in size.



J. Orrin Shipe, Cuna educational director, addresses organizational meeting of the Credit Union Federation of Manitoba. Beside him at the speakers' table are Father A. Couture, N. H. Little, and John W. Ward, Registrar of Co-operative Associations.



## In Manitoba

ONE hundred delegates from 50 credit unions, plus many visitors, attended the organizational meeting of the Credit Union Federation of Manitoba, in Winnipeg, October 26, 1943. At the meeting 48 societies joined the Federation.

The principal speaker was J. Orrin Shipe, Cuna educational director. Although several delegates reported that they did not have authority to commit their societies, it was voted by a large majority that the sense of the meeting favored affiliation with Cuna, and the executive committee was authorized to affiliate, providing a canvass of the

member society disclosed a majority in favor of affiliation. The dues schedule was set at ten cents per member.

Directors elected were O. Sabourin, St. Jean; D. G. Reimer, Altona; F. Baril, St. Adolph; J. B. A. Houde, St. Norbert; V. A. Walsh, St. Alphonsus; W. C. Leitchie, Winnipeg; D. H. Slimmon, Brandon; and V. E. Phillips, Dauphin Plains.

At a subsequent meeting of the board of directors Mr. Walsh was elected president; Mr. Baril, vice president; and Mr. Leitchie, managing director and secretary-treasurer. John

W. Ward, provincial Registrar of Co-operative Societies, was appointed representative of the federation on the Credit Union National Committee set up at the recent national conference at Levis, Quebec (see November BRIDGE). Mr. Reimer was made chairman of the Educational committee; Mr. Slimmon, of the publicity committee; and Mr. Phillips, of the committee on legislation. Hon. D. L. Campbell, provincial Minister of Agriculture, was present and gave an address of welcome to this, one of the largest league organizational meetings on record.



## Share Month Dividend Tables

(for various rates per year)

S. M.	Dividend			S. M.	Dividend			S. M.
	At 1/2%	At 1%	At 1 1/2%		At 2%	At 2 1/2%	At 3%	
1	.00	.00	.01	1	.01	.01	.01	1
2	.00	.01	.01	2	.02	.02	.03	2
3	.01	.01	.02	3	.02	.03	.04	3
4	.01	.02	.02	4	.03	.04	.05	4
5	.01	.02	.03	5	.04	.05	.06	5
6	.01	.02	.04	6	.05	.06	.07	6
7	.01	.03	.04	7	.06	.07	.09	7
8	.02	.03	.05	8	.07	.08	.10	8
9	.02	.04	.06	9	.07	.09	.11	9
10	.02	.04	.06	10	.08	.10	.13	10
11	.02	.05	.07	11	.09	.11	.14	11
12	.02	.05	.07	12	.10	.12	.15	12
13	.03	.05	.08	13	.11	.14	.16	13
14	.03	.06	.09	14	.12	.15	.17	14
15	.03	.06	.09	15	.12	.16	.19	15
16	.03	.07	.10	16	.13	.17	.20	16
17	.04	.07	.11	17	.14	.18	.21	17
18	.04	.07	.11	18	.15	.19	.23	18
19	.04	.08	.12	19	.16	.20	.24	19
20	.04	.08	.12	20	.17	.21	.25	20
21	.04	.09	.13	21	.17	.22	.26	21
22	.05	.09	.14	22	.18	.23	.27	22
23	.05	.10	.14	23	.19	.24	.29	23
24	.05	.10	.15	24	.20	.25	.30	24
25	.05	.10	.16	25	.21	.26	.31	25
26	.05	.11	.16	26	.22	.27	.33	26
27	.06	.11	.17	27	.22	.28	.34	27
28	.06	.12	.17	28	.23	.29	.35	28
29	.06	.12	.18	29	.24	.30	.36	29
30	.06	.12	.19	30	.25	.31	.37	30
31	.06	.13	.19	31	.26	.32	.39	31
32	.07	.13	.20	32	.27	.33	.40	32
33	.07	.14	.21	33	.27	.34	.41	33
34	.07	.14	.21	34	.28	.35	.43	34
35	.07	.15	.22	35	.29	.36	.44	35
36	.07	.15	.22	36	.30	.37	.45	36
37	.08	.15	.23	37	.31	.39	.46	37
38	.08	.16	.24	38	.32	.40	.47	38
39	.08	.16	.24	39	.32	.41	.49	39
40	.08	.17	.25	40	.33	.42	.50	40
41	.09	.17	.26	41	.34	.43	.51	41
42	.09	.17	.26	42	.35	.44	.53	42
43	.09	.18	.27	43	.36	.45	.54	43
44	.09	.18	.27	44	.37	.46	.55	44
45	.09	.19	.28	45	.37	.47	.56	45
46	.10	.19	.29	46	.38	.48	.57	46
47	.10	.20	.29	47	.39	.49	.59	47
48	.10	.20	.30	48	.40	.50	.60	48
49	.10	.20	.31	49	.41	.51	.61	49
50	.10	.21	.31	50	.42	.52	.63	50
51	.11	.21	.32	51	.42	.53	.64	51
52	.11	.22	.32	52	.43	.54	.65	52
53	.11	.22	.33	53	.44	.55	.66	53
54	.11	.22	.34	54	.45	.56	.67	54
55	.11	.23	.34	55	.46	.57	.69	55
56	.12	.23	.35	56	.47	.58	.70	56
57	.12	.24	.36	57	.47	.59	.71	57
58	.12	.24	.36	58	.48	.60	.73	58
59	.12	.25	.37	59	.49	.61	.74	59
60	.12	.25	.37	60	.50	.62	.75	60
61	.13	.25	.38	61	.51	.63	.76	61
62	.13	.26	.39	62	.52	.65	.77	62
63	.13	.26	.39	63	.52	.66	.79	63
64	.13	.27	.40	64	.53	.67	.80	64
65	.14	.27	.41	65	.54	.68	.81	65
66	.14	.27	.41	66	.55	.69	.83	66
67	.14	.28	.42	67	.56	.70	.84	67
68	.14	.28	.42	68	.57	.71	.85	68
69	.14	.29	.43	69	.57	.72	.86	69
70	.15	.29	.44	70	.58	.73	.87	70
71	.15	.30	.44	71	.59	.74	.89	71
72	.15	.30	.45	72	.60	.75	.90	72
73	.15	.30	.46	73	.61	.76	.91	73
74	.15	.31	.46	74	.62	.77	.93	74
75	.16	.31	.47	75	.62	.78	.94	75
76	.16	.32	.47	76	.63	.79	.95	76
77	.16	.32	.48	77	.64	.80	.96	77
78	.16	.32	.49	78	.65	.81	.97	78
79	.16	.33	.49	79	.66	.82	.99	79
80	.17	.33	.50	80	.67	.83	1.00	80
81	.17	.34	.51	81	.67	.84	1.01	81
82	.17	.34	.51	82	.68	.85	1.03	82
83	.17	.35	.52	83	.69	.86	1.04	83
84	.17	.35	.52	84	.70	.87	1.05	84
85	.18	.35	.53	85	.71	.88	1.06	85
86	.18	.36	.54	86	.72	.90	1.07	86
87	.18	.36	.54	87	.72	.91	1.09	87
88	.18	.37	.55	88	.73	.92	1.10	88
89	.19	.37	.56	89	.74	.93	1.11	89
90	.19	.37	.56	90	.75	.94	1.13	90
91	.19	.38	.57	91	.76	.95	1.14	91
92	.19	.38	.57	92	.77	.96	1.15	92
93	.19	.39	.58	93	.77	.97	1.16	93
94	.20	.39	.59	94	.78	.98	1.17	94
95	.20	.40	.59	95	.79	.99	1.19	95
96	.20	.40	.60	96	.80	1.00	1.20	96
97	.20	.41	.61	97	.81	1.01	1.21	97
98	.20	.41	.61	98	.82	1.02	1.23	98
99	.21	.41	.62	99	.82	1.03	1.24	99
100	.21	.41	.62	100	.83	1.04	1.25	100

## Dividending

IN addition to these tables the following forms (available from State Leagues or from Cuna Supply Cooperative) will be helpful to credit union treasurers and employees who have the job of figuring dividends:

For State-chartered credit unions—Dividend rate table, form 14; Declaration of dividends, form 19.

For Federal-chartered credit unions—Dividend work sheet and payment record, form 112 revised. (Closing entries and dividend procedure for Federal credit unions available from FDIC district offices.)

Those desiring assistance or advice in closing books or computing dividends should not hesitate to contact their chapter presidents, League offices, or Cuna. All will be glad to help.

IN REGARD to the dividend rate: the Cuna National Board of Directors, representing a large majority of the credit unions in the United States and Canada, has unanimously agreed that:

*"For the . . . war period the dividend rate paid by credit unions shall not exceed three per cent per annum."*

## Report Foreign Holdings

Credit unions can render an important service to the United States Government in restoring order more rapidly following the war. J. W. Pehle, assistant to the secretary, Foreign Funds Control, Treasury Department, informs THE BRIDGE that they will do so if they call to the attention of their members in their circulars and other publicity material the requirement that all Americans owning any foreign bonds, or \$10,000 or more in any foreign property, must report such holdings to their nearest Federal Reserve Bank.

The deadline for filing these forms was set at December 1, 1943, but Mr. Pehle writes that penalties for not filing by that time are applicable only to persons who wilfully fail to file after learning of the requirements. The Treasury Department is anxious to receive all reports as promptly as possible so that the information they contain can be made available to authorities charged with restoring order in territories as they are reoccupied.

Practically every type of property must be reported—real estate holdings, cash assets, foreign currency, foreign securities, interest in foreign organizations, patent and trade mark agreements, and contracts.

All information will be confidential and available only to accredited representatives of the Treasury Dept.

# What About It?

by Tom Doig

## Dividends

**Question (From Missouri):** I would like to submit the following question to "What About It?" of THE BRIDGE.

Ours is a state-chartered credit union (Missouri). We wish to recommend to the members at the annual meeting that dividends be paid only on stated amount of shares in 1944.

As an example, members holding \$1,000 in shares, we pay dividends only on \$500.

Is this permissible under Missouri state credit union law?

**Answer:** It is not proper for a credit union to pay a dividend on only a portion of the money in the member's share account.

The Missouri Credit Union Law provides in Section 18:

"Dividends shall be paid on all fully paid shares outstanding at the close of the fiscal year, \* \* \*."

Therefore, it is not permissible in Missouri to pay dividend only on a portion of the share account of a member. The dividends must be paid on the full amount of shares held by the member.

## Can Widow Become Member

**Question (From Kentucky):** Am writing you for the following information. We are a Federal Credit Union operating in the State of Kentucky.

**Question—**When member dies, can wife change this account into her name and retain membership, should she pay membership fee; if so can she deposit additional savings to her account? What if it was a joint account? If this is permissible and she had an income and should want to make a loan, could she do so?

The railroad company rules are that she retains relationship with the company for the same number of years that her husband was in service and is entitled to free transportation for this length of time providing she does not marry.

**Answer:** If a member and his wife have a joint account in a Federal credit union (in order for the wife of a member of a Federal credit union to

have a joint account with him she must be a member of the credit union and pay the entrance fee) and the employed member of the credit union dies, the wife, being a member, might retain the account in her own name. However, if the wife is not a member of the credit union, at the time of the death of the husband who is a member, it is not then possible for her to become a member and to retain the account.

In a Federal credit union if an account has been joint between the husband and wife and the husband dies, the wife may retain the account in her own name and may deposit additional funds in the share account. Also, if she has an income she may borrow from the credit union.

## Collection by Share Transfer

**Question (From Ohio):** In the leaflet issued by the CUNA Mutual Insurance Society regarding certain features of the Soldiers' and Sailors' Civil Relief Act, I notice that chattel mortgages may not be seized to satisfy a credit union loan (or any other) without court permission.

Does this also hold true when a member now in the military service has sufficient shares to cover his loan? In other words, can the board of directors of this credit union safely and legally order the treasurer to transfer a member's shares in order to pay off the principal and interest (6 per cent) of a military loan?

Also, please inform us if this transaction can be made without specific authorization from this member.

**Answer:** Since the Soldiers' and Sailors' Civil Relief Act provides primarily that a lending agency may not foreclose on any collateral supporting a loan extended to a man now in the military service, it is my opinion that it would be improper for a credit union to transfer the shares of a man in the military service to repay his loan, unless consent had been obtained from the man in the service or the courts had ruled that this was permissible under the existing circumstances. If the credit union is charging the soldier 6 per cent per annum interest on his loan and the shares are equal to the loan then it is really to the credit union's advantage (provided it feels secure in the thought that the loan will be repaid when the man returns and provided it carries loan protection insurance) to carry the loan as it is, as

it is not likely that the credit union is paying 6 per cent on shares.

If the above is not the case, then I would suggest the other alternative would be to obtain permission from the service man to transfer his shares against his loan in order to wipe out the indebtedness.

The Credit Union National Association has recommended to all credit unions that when a member enters the military service a moratorium be declared on his loan and that all interest shall be waived for the duration. It seems to me that in cases where the credit union has shares as collateral for the loan the credit union is in a splendid position to declare this moratorium and should be willing to do so and also it should be willing to waive the interest for the duration. The European war, we hope, is rapidly approaching its close. Therefore, it is to the credit union's own selfish interest to retain the good will of its members through gestures of this kind.

## Service Charges

**Question (From Nebraska):** We are receiving many applications for small loans of from five to twenty dollars between pay periods which are semi-monthly. As we interpret the by-laws, one per cent is the extreme charge which may be made on these loans. These small loans are losing us money due to the check charges at the bank, and the short periods of the loans.

Any information we can receive on this subject will be appreciated.

**Answer:** Many credit unions are now faced with the same small loan problem which you have. In many cases when an individual applies for a loan varying in size from \$5.00 to \$20.00, he probably really needs a much larger loan. Therefore, I think you should make careful inquiry from each of these applicants to ascertain whether it wouldn't be better for them to borrow an amount varying anywhere from \$100 to \$500. Certainly something is seriously wrong with the budget of a man who finds it necessary to borrow each payday in a small amount.

It is improper for a credit union to charge any fees other than simple interest at 1 per cent a month on balances. I think you will find on inquiry that you can develop some very good business in larger loans by simply talking the problems of the boys over with them as they come in.

\*\*\*\*\*  
YOU ARE INVITED to submit your questions on any credit union problems to this department. You are also welcome to contribute your own ideas on the answers printed here. What's on your mind?  
\*\*\*\*\*

# 12 PRACTICAL STEPS

## for the

# CREDIT UNION TREASURER

by C. R. Orchard



**A**RTIST and artisan, realist and dreamer, a good leader and a faithful follower, a self-starter who likes to work for others and with others, a good citizen, all these go to make up the ideal credit union treasurer.

It has been said many times and by many people that the credit union is a simple institution and one which can be easily understood by its members. It must not be inferred from this that the treasurer is supposed to be a simple person or that he can be careless, thoughtless, or inefficient. The success of the credit union in many ways depends on the confidence which the members have in each other and in their officers, and on the faith and understanding which the officers have in one another and in the members by whom they have been chosen.

As a usual thing no other officer or member of the credit union can do as much to build up the confidence of his fellows as can the treasurer. By the same token no other person in the organization can be of greater disservice. Thoughtlessness and carelessness are the greatest foes of the credit union movement.

Treasurers are chosen by vote of the members and it is no accident that persons of exceptional merit have in most cases been selected. For it is a fact that a large majority of the army of men and women who have occupied this position during the past 30 years have been deeply moved by a very real desire to help people to help themselves. They have been the modest souls who have been able to forget self and personal ambition in order that a smoothly operating and well coordinated organization can be maintained. Courtesy, understanding, and a deep appreciation of the hope and desire in every person's heart that his personal affairs be held in strictest

confidence—all these have helped and will continue to help to build useful organizations.

**B**UT motivation, courtesy, and understanding, fine and necessary as they are, are not enough. Credit unions are built on ideals, they grow out of the best that is in us, but it should never be forgotten that they operate on the savings of members and provide loans to members. In short, they work with money.

Accuracy and promptness in the handling, recording, and safeguarding of the funds of members is essential if we are to deserve the confidence of these same members and of outsiders with whom we come in contact. Every treasurer needs to equip himself at the earliest possible moment for the task in hand. It seems obvious that he should early apply himself to a study of the Credit Union Act, the bylaws, Regulation W, the rules and regulations of the supervisory authority, and if one is available, to an accounting manual. These documents contain the rules by which the credit union is to operate and knowledge and observance of these rules saves many headaches and much disappointment. Like every other task, this one can be accomplished with less effort and less waste motion if it is properly organized.

In the beginning, it has been found practical to take the steps which are listed below and in somewhat this order:

1. Establish a credit union desk or office.
2. Fix time at which credit union will be open.
3. Confine credit union business wherever possible to office hours.
4. Arrange a definite period in each business day in which to record cash receipts. Fix a time for making bank deposits which is consistent with the provisions of the bylaws.
5. Be sure to balance cash each day, to post share and loan ledgers frequently, and to balance them

and reconcile bank account at least monthly.

6. Urge regular, well advertised meetings of the credit committee. Process applications promptly. Consider convenience of the president, vice president, and members, and set a definite time at which loan checks will be ready for distribution. Be prepared to take care of loans for real emergencies promptly and well.

7. Hold regularly scheduled board meetings. Keep adequate minutes or see that the clerk does so. Urge that necessary policies are decided by the board and that these policies are a matter of record. A clever treasurer encourages the board and the credit committee to consider matters carefully and to make their own decisions. By doing so he strengthens his own position and the credit union as well.

8. Try to help every applicant for a loan to understand the nature of the credit union and the philosophy of co-operation. Be industrious in your efforts to help him by insisting on promptness in repayments on loans and on small but regular payments on shares. Enlist the active support of the board of directors, the credit committee, the supervisory committee, and above all, the educational committee in the elimination of delinquent loans. Each borrowing member who carries out the letter and the spirit of his loan contract marks one step forward for the credit union. On the other hand, each delinquent borrower, especially one who can pay, is a definite threat to the very life of the credit union.

9. Be willing to learn from the recommendations of the supervisory committee. Accept their report in the spirit in which it is made. Use it and the yearly examination report to improve and perfect your operations.

10. Strive for well attended, effective annual meetings. Try to let the reports of the president and the chairmen of the credit, supervisory, and educational committees tell the story of your service and of the credit union accomplishments. Distribute

C. R. Orchard is Special Assistant to the Board of Directors of the Federal Deposit Insurance Corporation, in charge of the Federal Credit Union Section.



mimeographed copies of your financial and statistical report but make your report to the annual meeting short. Tell the human side of your year's activities; avoid the use of too many figures.

11. It is perhaps well to always remember that the purpose of the credit union is to encourage thrift, and to provide credit for provident purposes to people of small means. We are engaged in a great work. It can only be done by capable, self-sacrificing people who appreciate the place of organization in the world of today, and who are able to help to do the things necessary to inspire their fellows to accept their responsibilities and to do their full part in the operation of the credit union and in the maintenance of a truly cooperative atmosphere.

12. New credit unions grow quite rapidly as a normal thing. Established ones seem destined to enjoy an increased membership and wider usefulness with the ending of the war. Treasurers must grow with their credit unions. If you are new, try to develop volunteer assistants so that your work can be kept right up to the minute. When credit union loans to members reach \$15,000.00 it is well to give careful consideration to the matter of a part time or full time paid assistant. Satisfaction with the work you are doing can only be complete if the job is well done.

OVER and beyond the twelve points listed, meet whenever you can with treasurers and other officers of neighboring credit unions. Share experiences with them. Take an active part in your local credit union chapter. Somewhere among us there is a man or woman who will make the greatest contribution which has yet been made to our crusade against usurious money lending. Let's hope it may be you.

### New Credit Unions

Saskatchewan reported the organization of 10 new credit unions during October, leading all states and provinces for the period. British Columbia was second with 5.

California reported 3; Massachusetts and West Virginia, 2 each; Colorado, Indiana, North Carolina, Ohio, and Vermont, 1 each.

The total was 27, with 4 liquidations bringing the net gain to 23.

### Kingsport Reports First

The Mead Kingsport Credit Union, Kingsport, Tennessee, appears to be the first credit union to increase its membership by 12½ per cent in the current international membership drive. At least it is the first over-the-top credit union of which Cuna has notice.

## Need Money? it costs MUCH LESS to borrow from your CREDIT★UNION

- ★ Lower personal loan rates
- ★ Borrower's life insured, no added cost
- ★ Every loan in strictest confidence

*For Example*

Interest on a \$100  
loan repaid in ten  
monthly payments  
is only \$5.50

NO EXTRA CHARGE  
OF ANY KIND

CONSULT the *Credit Union* in your PLANT, OFFICE or PARISH

## Milwaukee Chapter Pioneers Car-Card Advertising

FOUR hundred and fourteen Milwaukee County street cars and busses are now carrying cards advertising Milwaukee County Credit Unions. It is estimated that nearly four hundred thousand persons in Milwaukee County ride street cars and busses every day.

It is believed that this car-card advertising program is another "first" for the credit union movement.

The committee that worked out the details of the program stated in their first release that:

"The Milwaukee Chapter has definitely decided to take the proverbial bull by the horns and do something about the decreasing loan business of credit unions.

"Notwithstanding Regulation W and the war activity, the two hundred odd credit unions in this area have stood by, while many of our members and prospective members have been captivated by the advertising glamour of finance companies and banks and have forgotten that they have access to the funds and service of an organization which was created primarily to promote their economic welfare.

"The management of many credit unions may question the advisability of spending money for advertising at a time when many have been talking about curtailing expenses. Your Chapter believes that advertising is an expense which will pay dividends. The fact that banks and finance companies spend thousands of dollars each year on advertising their personal loan business is evidence that money spent in this manner is worthwhile.

"It is our belief that a collective advertising program will bring about the following results:

1. Increase the current earnings of

credit unions by directing many of the people, who are now served by other agencies to credit unions.

2. Make the general public more credit union conscious and serve as a constructive educational program. It will bring the credit union to the attention of the women folk who do most of the family budgeting.

3. Credit unions are destined to play an important part in our post-war economic program. A public advertising program will lay the ground work for organizational activity and an ever expanding credit union movement."

The committee decided that street car and bus advertising is the most adaptable medium for credit unions because:

1. The number of persons riding public conveyances every day has multiplied many times, assuring widest possible circulation of our message.

2. We feel that this is the best and most economical means of reaching the great mass of wage and salaried workers from which our members are drawn.

3. This form of advertising is particularly low in cost for the widespread coverage it affords, and is so flexible as to be readily adaptable to our needs.

In addition to getting new loan business, this campaign will no doubt bring in new members toward the 500,000 goal of the first International Credit Union Membership Drive.

Most of the year's cost of \$2500 for the program has already been pledged.

The committee that put this over are Adolph Gull, Chairman, Walter Gaedke and Emil Francione.

Edwin Eich is President of the Milwaukee County Credit Union Chapter.

# How to produce an "easy to look at" Credit Union Bulletin

**T**HE effectiveness of the credit union rests on a well-informed membership. The credit-union movement depends on the understanding, by its members, of its purposes and ideals, its problems and their solutions. Conferences, monthly and annual meetings, and other "get-togethers" with close personal discussions provide the best contacts but are not always possible, especially in these busy days of war production and national defense work. A regularly issued bulletin is the next best means of keeping members informed and "on their toes" as to what is going on in their organization.

Each credit union knows what it wants to inform the membership; the purpose of this article is the "how" of reproducing that "what" on paper and getting it in circulation, in the form of a bulletin or regularly-published house organ.

The bulletin must be interesting, besides being instructive, and written simply and to the point. Lightened up with a bit of humor, never gossipy, but giving a boost to those who deserve it, it will go a long way to keep up member-interest. Above all, it should stress the credit-union ideal of cooperation: "Each one working together for the mutual benefit of all."

**T**HE three methods of reproduction usually used by credit unions in reproducing their bulletins are mimeograph, letter-press, and offset.

In the mimeograph method, the master copy is cut on a stencil, which is a waxed sheet with a stiff backing, using the typewriter for the body type. Line drawings, charts, designs, and hand lettering are made on the same sheet with a metal stylus, over a light table. Usually there is a mimeograph machine in most offices or factories available to run off the required number of copies. If carefully done, good mimeograph work may be fairly satisfactory.

George A. Upman is now associated with the Federal Credit Union Section of the Federal Deposit Insurance Corporation; was formerly art director for an advertising agency and free lance illustrator; received training at Pennsylvania Academy of Fine Arts. His work is well known to credit union people since he has designed and done the art work for many credit union publications, including the now suspended magazine COOPERATIVE SAVING.



by George A. Upman

The letter-press method is a standard printed job on a letter press, requiring type to be set and cuts of illustrations to be made by the printer. While the best printed results are obtained by this method, it is more costly than either mimeograph or offset.

The ideal method for credit unions is photo-offset, in which both illustrations and hand lettering may be added to typewritten material at no extra cost; or illustrations added to type-set text without the cost of special cuts.

This method gets its name from the manner by which the impression is transferred from a metal plate to a rubber blanketed revolving cylinder from which it is finally printed on the paper.

In offset, black and white line drawings and illustrations clipped from other printed material do not cost any more than typewritten material occupying the same space. **THE BRIDGE** is now running a series of "pick-ups" which can be cut out and pasted on the original makeup for reproduction. Some additional cost is involved in the case of original photographs, wash drawings, or other illustrations in which the color values change through varied tones of light and shade. In such cases a negative must be made through a half-tone screen, which preserve the tonal values of the originals by screening the solid masses into series of dots.

Collect, compare, and study other publications. Note the ones that are easy to read, that hold your interest. Note how captions stand out; how illustrations are placed.

**H**AVING decided the method of reproduction to be used, the editor should assemble his material and begin to lay out the particular issue.



Some general points to be remembered in the makeup have to do with: legibility, proportion, contrast, and simplicity.

**Legibility:** the type must be readable, not too large or too small; or the columns too narrow or too wide. Good typography (the appearance or arrangement of printed matter) requires each line to be so spaced as to enable the eye to catch each word with the least amount of effort. A good measure (width) of a column should be the width of the lower-case alphabet and a half, or thirty-nine characters. English words average from six to seven letters.

**Freakish types** have no place in a house-organ; they call attention to the type rather than to the message. Use type that combines beauty of form with legibility. Letter spacing should be avoided as much as possible. When letter spacing seems necessary, use a more extended letter, a larger size, or shorten the line; also avoid wide spacing of words in display.

**Proportion:** a good rule to follow for the size of the publication is the 2x3 rule. The length is approximately 50 percent longer than the width, i.e. 6x9—7x10½, etc.

**Contrast:** a page set close in the same size type throughout and with nothing but type is very drab and uninviting. By using larger or heavier headlines and subheads with illustrations sprinkled about, the reader's interest is held. Type talks from its pages; the arrangement says, "Don't pay much attention to me, I'm rather drab"; "Linger awhile, I'm easy to look at"; or "Ye gods! Ain't I a mess." By good arrangement, the little things such as size of type, spacing, and placing of illustrations, you get a balanced effect or that which is equally attractive, an "artistic unbalance." Remember too, that white space is of no less importance than the black type masses.



By using a colored paper stock for different issues you get variety, but be sure that the paper is very light in tone. If too dark, the contrast of the type and paper makes reading difficult.

**Simplicity:** Keep stories short and to the point. Don't try to get too much variety by using too many different styles of type or illustrations. Ornaments, borders, and artistic capital initials are an important phase of typography in which good taste is essential. Care must be taken not to use too much ornamentation as the ornament is supplementary and should give final touch and elegance to the whole—nothing more.

**WHEN** building a house, a plan is necessary. So too, when making up a publication, a "lay-out" or trial horse is an essential, to see how your material will best fit into your printing area.

Appearance is not everything ("clothes don't make the man") but they do give him a running start. So with your make-up; it, too, should help, not hinder, your chance of being favorably received. If you establish a good style of layout, stick to it. Don't feel that novelty is the thing and keep changing the format with each issue.

Always remember the main purpose of a layout—a guide for style and arrangement of copy to enable you to save time on the finished copy for reproduction.

Let us consider, for example, an off-set printed bulletin of one fold, making four pages, the finished page size 8" x

12" (2x3 proportion) with an overall paper size of 16" x 12". Allowing for a white space margin of 1" on the outside and top of page, 1¼" at the bottom and ½" on the fold side, we find we have a printing area 6¾" wide by 9¾" deep. Next divide that printing area into two columns 3" wide, leaving ¾" between columns in the center, making two columns 3" wide by 9¾" deep.

A masthead on the front page has to be decided upon to include the name of the publication, date, volume and number of the issue, and any other pertinent data. It's a good idea to show precise name of credit union, location of credit union office, and office hours on each issue, although not necessarily on masthead. Allow a space across two columns at the top of the printed area for this to take up about 2" in depth.

Reducing type from its normal size permits the use of shorter, more legible lines, making possible a far greater number of words to the page. A good readable reduction is one of from 4 to 3, thus if the size of our reproduced column is 3", our working preliminary size of column would be increased to 4" and our page size would be then 16 x 10½" and the printing area 13½" x 8½".

The next step is to estimate the amount of printed space required for a given amount of copy, or conversely, ascertain the amount of copy required to fill a given type space. Remember, we're using a 4" width of column to be reduced to 3", so, using typewriter

type, count the number of characters and spaces you get in a 4" width, which, in 12 to the inch typewriter type, is 48. If a varitype machine is available, use it, as it gives more variety in style and type sizes.

Count the number of characters and spaces on the average typewritten line of your copy, multiply by the number of lines on the page, divide by 48, and you have the number of lines your copy will take up at a 4" width, approximately. Another method is the "type, cut, and paste" way in which you type all your copy in a 4" width, cut it apart, and by tipping it in your columns, learn if you have too little or too much. If you find that you have too much copy, boil it down or plan to use it in a future issue. If too little copy, write more or plan illustrations to fill up the necessary space.

Having arrived at the correct amount of copy and illustrations, tip in place on the preliminary and proof-read. In 4" columns, retype in black, being careful not to smear the type, and justify the right side of each line, getting rid of the ragged edge. This can be done by increasing the white space between words. It is patient work but the final result makes it well worthwhile.

Carefully lay out the final working original for reproduction on illustration board. Using T-square, triangle, and drawing board, paste the typed columns, headings, and illustrations in place, or allow the correct space and proportion for them to be stripped



Careful planning ...



... patient typing ...



... thoughtful editing ...



... skillful pasting ...



... precise instructing ...



... gets results!



in by the printer (give very careful instructions).

Rubber cement (if and when you can get it) is better than paste for mounting copy as it allows paper to lie flat and to be lifted or changed if necessary.

It is very important that copy be prepared in correct proportion for reduction. A copy measuring 4 inches square would reduce in width and length the same. But if the copy should be 4 by 3 and reduced to half-size the reduced size would be 2 by 1½.

There is usually someone artistically inclined, or a draftsman, in the group whose services would be a big help in setting up this final make-up. Mark reduction 4 to 3, and send to the printer, who will make a negative, an offset plate and run off your required number of copies.

Copies of the bulletin may be distributed weekly, monthly, or bi-monthly by mail, with pay checks, placed on desk or work bench, or given out to employees leaving at the end of their workday.

The effort put into the production of your bulletin will make the results more than worthwhile. You will have a well-informed membership, better acquainted with their credit union, how it can help them, and how they can help others solve their personal financial problems in the credit-union way.

### What's the Score?

Credit union people throughout Canada and the United States are no doubt anxious to know what progress was made during the first month of the First Annual International Membership Drive which began November 1.

So that the records can be compiled promptly, credit union officials are urged to notify the managing directors of their state leagues before the end of each month the progress made up to the 20th of the month. The state leagues will make their reports to Cuna promptly after the first of each following month during the Drive, which officially ends February 15.

THE BRIDGE will give the results of the first month's reports next month.

Membership committees and credit union officials may find it helpful to review the articles on the Drive in the September, October, and November issues of THE BRIDGE for suggestions on how to make their individual drives more effective.

THE BRIDGE would like to receive accounts of any novel ideas or methods adopted which might also be useful to other credit unions.

"Let's have that score, and make it a big one!" is the urgent plea of League and Cuna officials.



Sanford E. Leake, Peerless Woolen Mills Employees FCU president, presenting check and orders for war bonds totalling \$1,061,100 to James R. De Lay, managing director Georgia Credit Union League. Treasurer Clyde A. Liner is the interested bystander.

## Peerless City of Rossville

"I had a great thrill today and was very proud when I saw the P-47 named 'Peerless City of Rossville, Georgia,'" writes Sgt. R. V. Strickland from "U.S. Station in England" to Clyde L. Liner, treasurer of the Peerless Woolen Mills Employees FCU, about the bomber purchased by the credit union.

"Although I am a mechanic on a Flying Fortress, the Pursuit sure looked swell to me. I know the people gave up a considerable amount of things to pay for this ship.

"I am a former citizen of north Georgia and I know many people around Rossville. I am a resident of Chattanooga now.

"We sure take pride in our ship over here. Each one is considered to be just like a pet we used to play with when we were younger. To know and see a ship that comes from the folks back home—well, there aren't words to express just what we mean or how we feel. I am happy to write this letter to you from the boys here and myself. We are trying with all our might to keep them flying. As members of the 8th Air Force we are trying our best and we will finish that Jerry (Hitler) off soon.

"We thank you all from the depth of our hearts for everything and we are certainly proud of the P-47, too. We depend upon it to bring our Forts back home."

This credit union has since purchased a Flying Fortress. During the

Third War Loan Drive alone it moved bonds totalling \$321,714.15. Its total assets are only \$80,000.

Mr. Liner is one of the hardest working treasurers in the State of Georgia. He has contributed greatly to the war bond record of the Georgia Credit Union League, which bought a bomber, officially named the "Georgia Credit Unionist," at its annual convention. Previously Georgia credit unions had already accounted for four million dollars worth of bonds.

Because of his success in his own credit union, Mr. Liner has been made General of the Walker County War Bond Committee, which during the year ending May 1943 exceeded its quota by more than two and one-half times.

### Atlanta Postal Record

Another hard working bond-selling group is the Atlanta Postal Credit Union's Victory Committee, headed by Treasurer Moses C. Davis. Its total sales have amounted to \$956,487.75, more than 200 per cent of the credit union's assets.

**For Sale**—in whole or in part—immediate delivery, eight Postindex Visible Filing Cabinets, No. 01013D, pocket type, 65 cards per tray, 13 trays per cabinet. One hand-operated Elliott Addressing Machine with stencil cabinet and trays, postcard size. Telephone Employees Credit Union, Bell Telephone Building, 1365 Cass Avenue, Detroit, Michigan.

## One of Broad Interests

Parish credit unions were listed in a recent issue of "The Register," publication of the Catholic Diocese of Kansas City, as one of the "broad interests of the Councils of Catholic Men and Women of Kansas City through which all lay activities directed by His Excellency, Bishop Edwin V. O'Hara, are united."

A comprehensive selection of credit union books and pamphlets will be placed on the shelves of a library Bishop O'Hara is establishing for the public in the building which has been his residence. The second floor of this building will be the headquarters of the Inter-American Institute, recently established by the Bishop to promote better understanding among the Americas.

## Vos You Dere Sharlie?

"Vos you dere Sharlie?" asks the Delphic News, published by the Delphic Credit Union Ltd., Montreal, Quebec, above a list of the board members showing the number of board meetings each attended out of the total so far held during the year. For example:

Jack Thomas, president—13/14  
George Bolton, vice-president—11/14.  
Bill Cope, manager—13/14.  
Bea Clarke, secretary—13/14.  
Murray Larsen—12/14.

## Chapter River Trip

The Louisville (Kentucky) Credit Union Chapter sponsored an evening excursion up the Ohio River on September 10. Dancing, games, and the hospitality of the gayly decorated and lighted Steamer Island Queen made this a highly notable event for the chapter, reports Chapter President Thomas L. Cecil.

Prior to the trip, the officers of the Kentucky Credit Union League held their quarterly meeting in an upper deck room. Cuna Field Man Charles Eikel addressed the meeting.

## On the N. Y. Central

"Twenty-four thousand employees are members of the twenty-six credit unions located at various points on the New York Central System," announces the CENTRAL HEADLIGHT, published for employees of the New York Central railroad. "Membership is increasing at the rate of 5,000 per year.

"These amateur bankers loaned themselves \$2,740,000 during the year 1942 to pay for essential purchases, taxes, hospitalization and education.

"The rates of interest charged on loans are low compared to those assessed by outside finance companies.



## Gurden P. Farr

GURDEN P. (DUTCH) FARR, Cuna vice president, was born in Midland, Michigan on July 15, 1902, but he has lived in Detroit since 1905. After attending Detroit public schools through the third year of high school, he was forced to quit and go to work.

He first worked in payroll department of the Chalmers Motor Car Company, then making war munitions for World War I. When that factory closed down in 1920 he went to work nights as a substitute clerk in the post office mailing section, while he finished his high school training during the day. In 1924 he married Dorothy C. Diebold, also a post office worker. He was transferred to day work in the post office finance department in 1925, and from then till 1930 he attended evening classes of the University of Detroit

For example, if you borrow \$100 for six months from a credit union at maximum interest rates (1% per month on unpaid balances), you pay back \$103.50; to pay back the same amount borrowed from the very lowest rate finance corporation takes \$108.90.

"Total loans made by the New York Central System Credit Unions from the inception of these organizations to the end of 1942 amounted to \$14,628,027.76.

"The Credit Union movement has convincingly demonstrated the honesty of employees. Losses are amazingly low. Total losses charged off from inception of these organizations to the end of last year amounted to only \$17,053.86, averaging approximately 10c on a \$100 loan.

School of Commerce and Finance.

Dutch joined the Detroit Postal Employees Credit Union in 1926; became its treasurer and manager in 1931, and still holds these positions. (This credit union was one of the true pioneers in credit union development in Michigan, it being organized in January 1925 before the existence of a credit union law in that state. Its assets today total about \$1,400,000.)

He was a co-organizer of the Michigan Credit Union League, of which he has been a board member for five years; vice president for two years. He was this year elected president. He has been largely influential in keeping Michigan credit unions intact during the present emergency, and affiliated with Cuna. He served for six years as chairman of the credit committee of the Central Credit Union of Michigan.

He has served as Cuna director from Michigan for four years; was elected Cuna vice president at the 1943 annual meeting of the National Board. He was on the board of directors of the CUNA Mutual Insurance Society for four years, as treasurer, and on the finance committee.

His desire to maintain his credit union affiliations has caused him to decline promotions in the postal service, where he has been employed in the central accounting department for several years.

His chief other interests are athletics; he has participated in football, baseball, basketball, and track in school and on numerous local semi-pro clubs; he was co-organizer of competitive athletics in the Detroit Post Office. He is a member of: National Federation of Post Office Clerks, Detroit Turners, Accountants Forum, University of Detroit Alumni, and Kilwinning Lodge, F. & A. M. No. 297 Detroit.

"Assets of the twenty-six credit unions as of the end of last year amounted to \$1,869,627.87, an increase during that year of \$388,419.34.

"Loans outstanding as of December 31, 1942, to 12,728 members, amounted to \$1,289,489.39 compared with outstanding loans at the end of 1941 amounting to \$1,171,012.16 to 10,298 members."

## Time Alone

To the Editor:

"You folks are doing a swell job. It is more than worthwhile. Time alone will be able to tell the effectiveness of your constructive educational program.—J. W. Windham, Duval Consumers Credit Union, Jacksonville, Florida.

# Slide projections used in "should-be-shown-in-every-chapter"

## Supervisory Committee Clinic

**T**HE first public use of a new chapter program devoted to supervisory committee instruction by means of 2 x 2 slide projections occurred at the regularly monthly meeting of the Eastern Credit Union Chapter of the Kansas Credit Union League held at the Hotel Gould, Kansas City, Kansas, October 7, 1943.

While early reaction was favorable, and objectives seemed fairly well achieved, at this time it is the novelty of the approach to the problem of stimulating supervisory committee members to better work that seems worthy of general interest. Additional experience and experimentation will no doubt be necessary before the merit of the approach may be fully determined.

Forty-seven slides were used which showed the various books, forms and papers, both state and federal of an active, average-sized credit union, giving in some detail the records for a usual three month auditing period—April, May and June.

Slides were chosen because of their visibility, inexpensiveness and permanence. Designed principally for chapters, they have been used successfully also with small groups. Their effectiveness can best be estimated perhaps from experiences with slides in schools, industries and the armed services. One army officer recently stated that by slides, movies, etc., there has been achieved 80 per cent better efficiency in instruction than by any other methods or combination of methods.

Be that as it may, the program was aimed particularly at the comparatively inactive supervisory committee. Articles by our leaders in *THE BRIDGE* from time to time were providing plenty of suggestions for the active supervisory committee member. In order to meet wartime conditions, as well as to appeal successfully to the inactive supervisory committee member, the program was held in one evening. The basic appeal was a featured "Minimum Procedure" (see next page) suggested as the minimum program for a good committee audit, which outlines on less than a mimeographed page the basic steps for the supervisory committee audit.

James Barry is managing director of the Kansas-Nebraska Regional Credit Union Association.



by James Barry

In addition to the slides and the compressed outline of procedure, a third string to the bow was the introduction of a new Supervisory Committee Audit Report form for state-chartered credit unions. The form was almost identical with the form recommended by the National Association of Managing Directors in May. The general opinion of the managing directors was that some such form was urgently needed to replace the outmoded form 70 which has been widely used in the past. The new form in many respects parallels the federal Supervisory Committee Report form used by federal credit unions.

"Streamlining The Credit Union Audit," announced the notice of the meeting sent out to the mailing list of the Eastern Credit Union Chapter. "A Simplified Procedure," "Shortcuts in Auditing," promised the some notice. A large order to serve. The attempt to achieve this praiseworthy purpose centered in the "Minimum Procedure" wherein rather than attempting to answer the question on the supervisory committee report, question by question, emphasis was placed on using the forms and papers of the credit union only once while auditing them, so far as that is possible. As each form is handled, the "Outline of Minimum Procedure" attempts to tell just what to look for. However, to use the outline effectively it is felt that prior participation in a program using the

slides, with the discussion and suggestions that brings forth, is necessary.

Dick Lagerman, the energetic chapter president, at the end of the program called for suggestions and comments. Indeed, in honor of the event he had printed note pads (shown at left) to facilitate comments. Some of the comments received indicate perhaps more the generosity of credit union folks than a sharpened critical faculty. Nevertheless some scope of acceptance on the first tryout can be gained by quoting them:

- ▶ "... program was best I have ever seen ..."
- ▶ "... very interesting and educational ..."
- ▶ "... most educational program ever shown. Should have more similar programs ..."
- ▶ "... I got a lot of good ideas and trust the thoughts will be put into general practice ..."
- ▶ "... very worthwhile and very educational ... a worthwhile review of what the supervisory committee should do ..."
- ▶ "... very good! ... a challenge ..."
- ▶ "... should be shown in every chapter ..."

All in all it is felt that the program bears much promise as another powerful tool which supervisory committees have at their disposal.

### Ford Rouge Employees FCU

Another milestone in the development of the credit union movement was passed on Tuesday, November 2, 1943, when a charter was approved by the Federal Deposit Insurance Corporation for a Federal credit union to serve over 100,000 employees of the River Rouge Plant of the Ford Motor Company and of CIO Local No. 600 in Dearborn, Michigan.

Local No. 600 is reputed to be the largest labor union local in the world. Ford Rouge Employees Federal Credit Union, charter number 5080, has the largest potential membership of any which has been organized to date.

The number of people which it will serve is only exceeded by the Municipal Credit Union of New York City which has operated with outstanding success for over 25 years among over 140,000 city and county employees in New York City. This state chartered credit union has accumulated over seven million dollars in assets.



SUPERVISORY COMMITTEE CLINIC

Suggested Minimum Procedure For Supervisory Committee Audit

1. COUNT CASH FUNDS. Use cash, petty cash receipts. (1a)  
(See Note 4, below)
2. VERIFY DEPOSITS. Watch dates, amounts. Use bank statement, bank book, bank reconciliation, Form "A" (Federal J & C). (1c)
3. BANK RECONCILIATION. Prepare or verify. Check G.L. "Cash", outstanding checks, cash on hand, prior reconciliation. Watch checks for agreement with checkbook on details, proper signature and countersignature, proper endorsement, cancellation. (1b, 1d)
4. DEPOSIT SLIPS (CRVs). Small credit union test all, large credit union test some. Check dates, totals, entry in "A" (J & C) and in Individual Ldg. (4e)
5. ALL DISBURSEMENTS. Check for proper authorization (loan application, etc.), and for entry from checkbook into "B" (J & C). (1c, 5a)
6. NOTES, BONDS, OTHER ASSETS. See that notes are completed properly and signed, that chattels and insurance, if any, protect credit union. Check title and possession to bonds, other assets. (2a, 2b, 5b)
7. "A" & "B" - J & C RECORD. Check entries not yet checked, entry of withdrawals to individual accounts. Total columns, balance page, check entries to G.L. (4e)
8. GENERAL LEDGER. Check trial balance for entries, totals. Check interest collections. (3, 4e)
9. FINANCIAL STATEMENT. Using "A" & "B" (J & C) and G.L., check entries on statement. Verify computation of profit or loss. Check totals. (7)
10. INDIVIDUAL SHARE AND LOAN LEDGER. 1. Add up individual share and loan balances. If disagreement exists with G.L., "Shares" or "Loans", investigate. 2. Check posting of notes to individual accounts for proper entry, legality of terms and amount. 3. Prepare, or verify, and analyze delinquency list. 4. Test interest calculations. 5. Check directors and committee members for illegal borrowing, endorsing. (4-a-b-c-d, 5c-d, 6a-b, 8a-b-c)
11. REVIEW SURETY BONDS. For validity, adequacy of coverage in amount and on persons. Watch excess coverage conditions. (11, 12)
12. ANALYZE FINDINGS, PREPARE REPORTS AND RECOMMENDATIONS. For Board and members.

\*\*\*\*\*

NOTE 1. It is presumed that membership, board of directors and credit committee minutes are read regularly, and that previous Supervisory Committee and Examiner reports and recommendations are followed up. (9, 10, 13a, 13b)

NOTE 2. A good passbook audit is the ultimate test of honesty and accuracy in dealings with the members. This most important job, to be of value, must be done by the Supervisory Committee independently of the treasurer. Endeavor to reach potential as well as actual members. Some advocate auditing 10% of passbooks monthly, some a complete audit every two years. (14)

NOTE 3. THE ABOVE IS A MINIMUM PROCEDURE ONLY. Following it will suggest several investigations. Be curious. Vary your method in pursuing investigations. Always compute totals yourselves.

NOTE 4. References in parenthesis at the end of each paragraph above refer to questions on the special Supervisory Committee Audit Report form which accompanies this sheet.  
KNRCUA 10-4-43



Roy S. Marshall, president Detroit Credit Union Chapter, receiving \$500,000 and \$350,000 war bond checks at the Third War Loan Drive chapter meeting from Gurden P. Farr, treasurer Detroit Postal Employees Credit Union, and J. C. Howell, treasurer Detroit Teachers Credit Union.—Detroit News picture.

**\$1,501,400**

The Detroit Chapter of the Michigan Credit Union League climaxed its drive in the Third War Loan Drive with a chapter meeting September 15, 1943 in the studio auditorium of radio station WWJ of the DETROIT NEWS. War bond subscriptions totalling \$1,501,400 were presented by member credit unions. Outstanding subscriptions: Detroit Teachers, \$500,000.00; Detroit Postal, \$350,000.



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## In Alberta

(Andy M. Munro, president of the Credit Union League of Alberta, prepared the following report for the 1943 Legislative Roundup in the October BRIDGE. Since the original report never reached THE BRIDGE it was not until the Roundup was published that the loss of the original was discovered and a copy provided.)

The Credit Union League of Alberta is very much in the throes of growing pains thus far. . . . Our problems are many and varied. . . . Our League was organized at Red Deer, Alberta in October 1942. . . . Our first annual meeting took place at Calgary July 3, 1943 with some 35 credit unions being represented out of the 110 in our Province. We had a good meeting and attendance. . . . At that meeting we voted to affiliate with Cuna.

Since the July meeting we have arranged for office space here in Edmonton—very modest it is true—but we wish to start carefully and build a good foundation. We will probably be taking over the credit union stationery and supplies from the King's Printer Department of our Provincial Government. This will start us off in the "red," but the Government here has been very good to us and we will pay them off gradually. The result will be a 65 to 75 per cent increase in the cost of supplies to individual credit unions, as the Government has sold us such material at cost in the past. Needless to say the League could not so operate.

We are completing our constitution and by-laws for presentation to the Provincial Government for registration. This will require an Order-in-Council. No difficulty is anticipated in this respect.

We have had no difficulty regarding proposed legislation here—the Government being very favorable to credit unions, and any suggestions we have always been given favorable consideration with excellent results.

Broadcasts regarding credit union activities go out regularly from the University Radio Station at Edmonton. These are sponsored by the Government Co-Operatives Branch and have been a real asset. Once a week we have free time (15 minutes) on a Calgary station (CJCH) owned by a daily paper—the CALGARY ALBERTAN. We have a representative from a different credit union speak each week, and occasionally we arrange a sort of

"Round Table Conference" which draws very frequent and favorable comment.

There have been several changes in the Act governing credit unions in Alberta. Two of these are perhaps notable: One makes it possible for a board or committee member to borrow in excess of his shares, deposits, and accumulated earnings providing that such borrowing is "approved at a meeting of the members of the Board of Directors, the Credit Committee, and the Supervisory Committee other than (the borrower), by a vote which is equal to two-thirds of the number of all such persons." Another change makes it possible "after the expiration of two months from the death of any member to pay any monies (not exceeding 200 dollars) standing to his credit in shares or deposits to his executor, administrator, widow, or distributed equally to the children without any liability to the credit union." Formerly such funds would be held until a will had been probated, and so forth, which might often take months.

### An Educational Committee TIP

The educational committee can give ideas it wants to get across to its members free rides into the hands of those members by:

Preparing inserts, or purchasing them from Cuna Supply Cooperative, for the supervisory committee to inclose with its account verification letters to the members.

### County Requests Help

Collection of auto license fees for the Douglas County, Nebraska, treasurer will be another service rendered by Omaha credit unions, if the leaders of these credit unions respond favorably to requests for this assistance sent out by the county official, in an effort to obtain relief from the manpower shortage harassing his office.



## Chart Progress

Here is how Treasurer C. W. Mason and Assistant Treasurer Ross M. Wilsie keep the members of the S. D. E. Ry (San Diego, California, Electric Railway) Federal Credit Union informed about the progress of their credit union.



### Work Party

"It's fun to work together," agrees the more than 50 members who attended this "Work Party" of the Studebaker Employees Federal Credit Union, South Bend, Indiana. The party manufactured envelopes to hold loan application, note, car or other title papers, and complete information in regard to each loan, in order to simplify the credit union's loan procedure. Refreshments were served, and a good time was had by all.

### Saskatchewan Shows Way

"There is much of interest to all credit union leaders in the September 30 quarterly credit union report from Saskatchewan," notes Cuna Managing Director Bergengren.

"To begin with the quarter shows that credit union organization need not be interrupted by war. Eleven new credit unions are reported for the period, bringing the Saskatchewan total to 117. The Saskatchewan law dates from 1937 and the 1931 population was less than a million. During the year which ended September 30 credit union assets had increased from \$268,000 to \$565,000, a better than 100% increase; loans had increased (outstanding balances) from \$201,000 to \$363,000 and membership had increased this most difficult war year from 8,666 to 12,757 a total increase of 4,091 or about 50%. Canada has, incidentally, something much like Regulation W but not quite so restrictive.

"It is interesting to note the nature of the Saskatchewan development. Of 117 credit unions 83 are rural community credit unions, five are within cooperative groups, six within racial groups, four within religious groups, two within professional groups, eleven within governmental groups, two serve railroad employees and the few remaining are within industrial groups (three) or within the printing and publishing business.

"There is much food for thought in these statistics as we appreciate how relatively few community credit unions there are in the United States and the fact that only recently have we begun to organize rural ones."

## The January issue of THE BRIDGE

will help you on that final spurt to put your credit union over the top in your share of the First Annual International Membership Drive which ends February 15.

It is the annual meeting issue and is designed for the individual credit union member.

It will contain a moving short story of a family which was narrowly saved from catastrophe by the credit union. Also a challenging defense of "no dividends" by a credit union member. And a credit union quiz. And a credit union cross word puzzle. And a summary article about loan sharks. And an article about the ever present need of planning one's life, financial and otherwise. And a short statement of the credit union "idea." And some "believe it or not" items about credit unions. And, we hope, a credit union cartoon or two.

In other words, we are determined to pack this issue with items of genuine interest to the individual credit union member and potential member.

Let us know promptly, won't you, if this interests you; and to what extent. In so far as the paper shortage will permit, extra copies will be available for general distribution at 5 cents each (in quantities of 20 or more). Orders should be placed by December 20.

THE BRIDGE  
Madison 1, Wisconsin

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### CREDIT UNIONS

The first Credit Union in the United States was formed in the Roman Catholic parish of Ste. Marie in Manchester, N. H., in 1909.

The St. James Credit Union, the first Parish Credit Union in Illinois, was organized January 1, 1930, 13 years ago. Since that time \$102,832.50 has been loaned to 621 borrowers; \$4,615.52 has been paid in dividends to its 342 share-holders.

#### What is a Credit Union?

A Credit Union is a cooperative organization. It is simply a group of persons associated together for the purpose of building up a fund with their own savings, to make loans from this fund at a reasonable rate of interest to members of this group for "productive and provident purposes" such as consolidation of old bills, payment for medical care, funerals, education, indebtedness on a home, taxes, fuel, and clothing. Small loans are customary; a family needing \$20.00 is as important as the one intending to borrow \$1000. Each applicant must explain the purpose of the loan and plans for repaying it. The rate of interest is 1% per month on the unpaid balance, averaging around .059% according to the payments made each month. Loans are repaid on the monthly payment plan, interest reduced each month accordingly. The maximum amount of a loan is \$1000. All transactions are strictly confidential. The Credit Union provides a service to its members insuring the unpaid balance on each loan against death or permanent disability of borrowers, so that if death should overtake the borrower, the survivor would be paid the unpaid balance on the loan without any cost. The Credit Unions carry this Loan Insurance with their own Company. A Credit Union operates through a Board of Directors. The books are examined annually by the State Auditor. Funds may be withdrawn at any time as long as the cash is available.

#### THE PARISH CREDIT UNION

A Credit Union within a local church is simply one whose membership is limited to the members of the congregation or parish. A member of St. James Credit Union must be a member of this Parish. There are a number of advantages why parishioners should join their Parish Credit Union.

1st. By being a member you can make an application for a loan at any time you need money for a vacation, business or other emergency that might arise.

2nd. You can deposit a savings each month, \$5 per share, limit \$20 per month, which may come in handy for a down-payment on a home, investment, or other necessity.

3rd. By being a member you are sharing in the work of "helping your neighbor along."

4th. Your membership in the Credit Union will also make you eligible for Hospitalization in the Hospital Service Plan.

To become a member of the Parish Credit Union, fill out an application card, hand it to one of the Board of Directors to be presented at one of the monthly meetings, held each 3rd Monday of the month, and subscribe to at least one share.

## IDEA EXCHANGE

THE other side of the above circular shows the annual statement of the St. James Credit Union, Decatur, Illinois. About the circular Irene L. Ebrhardt, credit union secretary-treasurer, writes:

"Our parish prints a Sunday Bulletin and hands it to the members at the vestibule door when they enter the church. It has been customary for the credit union once a year to print its annual statement on the reverse side of this bulletin.

"This year, however, so many new

members in the parish and people came to me demanding an explanation what a credit union is, and so forth, that I felt like they should have some information regarding it, and also about how they could enter our hospitalization plan. So when I prepared the copy of the annual statement I wrote this explanation on the reverse side and presented it for board approval.

"A copy was mailed to every family in the parish. Cost of the 550 copies distributed was:

Postage (1½ cent) . . . . \$ 8.25  
Printing and paper . . . . 4.50  
Envelopes . . . . . 1.70

\$14.45

"I feel sure that as time goes on we shall get direct results from this bulletin. It has already increased savings in the share accounts each month. Some new members have turned in their applications. And on the first of June when a new group is eligible for our hospitalization plan, I expect we shall get some more new members, since only credit union members are eligible. I can only take in a new group every six months.

"We now have 120 members of the credit union enrolled in the hospitalization plan.

"As for the new loans, we are not making many now. People are investing their money in bonds, and many of the large loans have been paid off. We now have \$11,903 invested in Government bonds.

"We place no limit on deposits for boys in the service. We feel that if we can take care of the surplus cash now, when the war is won we shall have ample opportunity to help our boys finance their homes, and so forth."

#### Chapter Program

WE had a chapter meeting on the 26th of October which was a little different from the ordinary, so I thought you might be interested," writes an Ohio chapter official who prefers to remain anonymous.

"We made arrangements to have a mimeograph machine on hand and ran copies of bulletins for all credit unions that desired them.

"Of course, we had to make all arrangements in advance so that we could have all stencils cut and ready to run.

"We worked on the idea of each credit union having 500 or so headings made and then have them put on a different message each month or as often as they wished. By putting these messages of different colored papers they get more attention. (The colors should be light, however, so that the messages stand out and are easy to read.)

**SEND YOURS IN**—Directors and committees are invited to send samples of their work to the Idea Exchange Editor, THE BRIDGE, Madison, Wisc. Send along a note telling how material was distributed, the number, the cost, and the results.

THE BRIDGE—December, 1943

## Doig Appointment

Thomas W. Doig, Cuna assistant managing director, has been appointed Agency Director for the CUNA Mutual Insurance Society, effective November 15, 1943.

## Junior to Go, Too

"We sincerely hope that the campaign you inaugurated in the Houston credit unions will be successful in raising both the bomber and the fighter plane to go along and protect your investment. Your sense of humor is refreshing," writes Harry Owens, Texas war savings bonds field director, to Granville W. Elder, president of the Houston Credit Union Chapter and secretary-treasurer of the Houston Postal Credit Union. "We assume that it is agreeable with you if we borrow this idea if and when the occasion arises for its application."

The idea being, as conceived by Mr. Elder, that credit unions should not only fill the air with bombers, but also that for each bomber they should send along a fighter plane, to "protect their heavy investment."

So the Houston Credit Union Chapter is now in the midst of a campaign to sell before December 7 \$300,000 worth of bonds with which to purchase a bomber to be called "Houston Credit Union" PLUS \$75,000 worth of bonds with which to purchase the protecting fighter plane to be called "Houston Credit Unions, Jr." And the chapter expects to reach its goal, too—on top of the great Third War Loan drive, and on top of the recent local successful drive to purchase a new heavy cruiser Houston, to replace the one lost. All this in addition to regular heavy bond purchases.

Mr. Elder helped Edward A. Filene organize the Houston chapter in 1933, and has been president of it "off and on" since. He has been secretary-treasurer of the Houston Postal Employees Credit Union since it was organized in 1929. He helped organize the Texas Credit Union League in 1934; was managing director of the League and represented Texas on the Cuna National Board from 1936 to 1939.

## Life at Harnischfeger

A boost for the credit union operated by employees of the Harnischfeger Corporation, Milwaukee, Wisconsin, and a picture of members being served at the credit union office, are featured on the inside back cover of an attractive, three-color, well-illustrated pamphlet, "Life at Harnischfeger," which the corporation issues its new employees to introduce and welcome them to the organization.

# THE ESSENTIAL PURPOSE of Life Insurance . . .

*to provide the maximum amount  
of permanent protection at the  
lowest level cost to the policyholder...*

is most completely fulfilled by

## CUNA Mutual's Ordinary Life Contract.

You don't have to "die to win" nor must you pay premiums "all your life."

Liberal Cash and Loan Values, and Extended or Paid-Up Insurance provisions are included for your additional security and protection.

A Legal Reserve, Participating Policy offered to you and your family at Net Cost by Your Own Insurance Company.

## CUNA MUTUAL INSURANCE SOCIETY

★ MAIL THIS COUPON ★

Life Department

### CUNA MUTUAL INSURANCE SOCIETY

P. O. Box 391  
Madison 1, Wis.

P. O. Box 65  
Hamilton, Ont.

Please send me application and full details concerning the Ordinary Life Contract.

Name..... Date of Birth.....  
(please print) (Mo. Day Yr.)

Address .....

City and State.....

Credit Union .....  
12-43

# "Copy!"

for your educational  
and publicity program

CREDIT union officials may find these suggestions helpful in preparing informational material about the services their credit unions offer their members. These may be used—either without change or adapted to special uses—in payroll inserts, circulars, blotters, posters, bulletins, advertisements, company house organs, or other appropriate mediums at hand.

The illustrations may be traced on mimeograph stencils, reproduced directly by a photo-offset process, or made into line-cuts for the standard letterpress printing.

Each release should, of course, also contain full directions as to when and where credit union service may be obtained. The name of the credit union, its location, its business hours, and any other helpful information should be given.

► It may also be noted that credit unions and credit union organizations affiliated with CUNA may lift any BRIDGE items freely for their publications and releases. *All others should observe the copyright and obtain written permission from The BRIDGE, before using this material.*

Suitable credit should, of course, be given in the case of signed articles and illustrations. The BRIDGE need not, however, be mentioned as the source of the material, although where it seems suitable to do so, this will be appreciated.

The BRIDGE would greatly appreciate receiving copies of any and all publications credit unions issue, so that it may know what credit union people are finding most effective, and so that it may pass on to others good new ideas developed.

# Money worries?

Don't bring them to your work.  
Drop them off at your credit union,  
conveniently at hand to  
serve you.



# WHAT DO *You* SAY?

Speak your piece—vote YOUR  
vote—at the annual meeting of  
your credit union. Bring your  
family and your friends for a  
sociable as well as a profitable  
evening.

# Could YOU "take it"?

Johnnie can. And so can John-  
nie's father. Because he saves in,  
and borrows from, his credit un-  
ion. Do YOU belong to your  
credit union?





## Sixty-two Per Cent Rural

Sixty-two per cent of the credit unions in Canada are operated by rural groups, according to a report recently issued by the Economics Division, Marketing Service, of the Canadian Department of Agriculture. Of the 1,670 credit unions included in the report, 626 were urban groups and 1,044 were rural.

The report also revealed the following steady growth of Canadian credit unions since 1900:

	Credit Unions	Members	Assets
1900	1	.....	\$ 26
1915	91	23,614	2,027,728
1920	113	31,752	6,306,965
1925	122	33,279	8,261,515
1930	194	45,767	11,178,810
1935	277	52,045	10,173,997
1936	331	62,068	11,115,800
1937	441	77,177	13,759,468
1938	645	111,012	16,835,672
1939	844	151,554	20,680,594
1940	1,167	201,137	25,069,685
1941	1,314	238,463	31,230,813
1942	1,486	295,984	43,971,925

During 1942 the number of credit union members in Canada increased from 238,463 to 295,984; total assets from \$31,230,813 to \$43,971,925; shares from \$5,764,514 to \$7,141,756; deposits from \$22,703,312 to \$33,644,782; and loans granted since inception from \$127,017,367 to \$137,943,452. Loans granted during 1941 totalled \$9,652,534; those in 1942, \$137,943,452.

## Cash Checks Cautiously

"Millions of Government checks are being sent by the Army and Navy to dependents of soldiers and sailors," Frank J. Wilson, chief of the United States Secret Service, reminds all who may be asked to cash these checks. "When checks are stolen those entitled to them may go without food or fuel or suffer other hardships.

"The U. S. Secret Service wants your help against the check thief and forger. Here's how:

### If You Are Asked to Cash a Government Check

1. INSIST that the person presenting it identify himself properly as the person entitled to that check.

2. BEFORE accepting the check ask yourself this question: IF THIS CHECK IS RETURNED BECAUSE OF A FORGED ENDORSEMENT, CAN I LOCATE THE FORGER AND RECOVER MY LOSS?

3. INSIST that all checks be endorsed in your presence. If a check is already endorsed, ask that it be endorsed again, then compare writing,

4. REQUIRE all checks to be initialed by the employees responsible for such payment."

## SAVE—BORROW —in Your Credit Union—

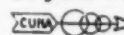
1944	S	M	T	W	T	F	S	1944	S	M	T	W	T	F	S
JAN	2	3	4	5	6	7	8	JUL	2	3	4	5	6	7	8
	9	10	11	12	13	14	15		9	10	11	12	13	14	15
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	27	28	29						27	28	29	30	31		
MAR				1	2	3	4	SEP				1	2	3	4
	5	6	7	8	9	10	11		5	6	7	8	9	10	11
	12	13	14	15	16	17	18		12	13	14	15	16	17	18
	19	20	21	22	23	24	25		19	20	21	22	23	24	25
	26	27	28	29	30	31			26	27	28	29	30	31	
APR					1			OCT			1	2	3	4	5
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	24	25	26	27	28	29	30		24	25	26	27	28	29	30
									31						

Not for profit,  
Not for charity,  
But for SERVICE.

In war and peace your credit union helps its members make headway on the economic front, by providing loans at low cost, for all beneficial purposes.



Your regular savings help make this possible. When you borrow, remember that your credit union is at your service.



PRINTED IN U.S.A.



Front

Back

## Works All Year

The 1944 POCKET CALENDAR will advertise your credit union all year; may be carried in pocket or wallet. Be sure to distribute them at your annual meeting; in your shop; at your office. \$1.50 per hundred net.

From your state league it handles supplies or

## Cuna Supply Cooperative Madison 1, Wisconsin

P. S.



Poster 628 above, in tan, white, and black, 14 by 10½ inches, is 5 cents each, less 20 per cent to member credit unions. ALSO the pamphlet "Let's hold better Annual Meetings," which has many helpful annual meeting ideas, 10 cents each net.

# Waiting wastes manpower



**S**PEED at the teller's window has always been important to you and your customers, and now in wartime *this is especially so.*

Many hundreds of financial institutions across the nation use National Window-Posting Machines to save their customers' time and earn their good-will by reducing lost waiting time. *And these institutions are saving their own time, manpower and money, too.*

With the National Window-Posting Machine, each transaction at the teller's window is completed with a maximum of speed and control. The payment, deposit or withdrawal is made, the pass-book mechanically posted, and a correct new balance automatically printed. The machine posts your record of the account, identical with the customer's record, at the same time. . . . "After-hours" posting is eliminated, and balancing is a simple matter because all records are completed at the end of each day.

New tellers become proficient operators with a few hours' practice because the National Window-Posting Machine can be operated efficiently after a few fundamental instructions.

More and more, banks, savings and loans, credit unions and similar institutions have come to rely on this system for their record-making, record-keeping needs.

This is only one of many mechanized systems built by National to save needed man-hours and protect money and records . . . for business, industry, Government and the public.

## The National Cash Register Company

DAYTON 9, OHIO

CASH REGISTERS • ACCOUNTING-BOOKKEEPING MACHINES



Wherever records are kept or money is handled, there is need for some product of The National Cash Register Company.

344 OFFICES IN  
UNITED STATES AND CANADA



Our factory at Dayton, Ohio, proudly flies the Army-Navy "E" with three stars ★ ★ ★ for "unceasing excellence" in the production of

precision instruments and other war materiel.

SYSTEMS INFORMATION • SALES  
SUPPLIES • SERVICE • REPAIRS

★ BUY U. S. WAR BONDS ★